

Work Related Road Safety Management Programmes

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Thematic Report



Purpose of the “Report”

- To provide guidance and examples in managing Work Related Road Safety (WRRS)
- It addresses:
 - Why – employers should address WRRS
 - How – to get started
 - What – the key risks are and how to manage them
 - Where – to find resources for guidance and support

Health Warning

- Road risk varies from one organisation to another
- No “one-size” fits all solution
- PRAISE report provides guidance suggested by experts – this is not an exclusive list or a “silver bullet”

Facts

- In EU countries there were 31,000 road deaths in 2010
- Road traffic crashes accounted for nearly 40% of work related fatalities in 2005

Thematic Report: 8 Parts

1. Where to Start

2. The Business Case

3. Management & Leadership

4. Risk Assessment, Monitoring and Evaluation

Getting Started

Engage Review

Implement Manage

Direction Planning

7. Journey Planning & Management

8. Vehicle Management

5. A Policy

6. Management of most Common Risks

Do we have to manage WRRRS?

DOES THE ORGANISATION NEED TO MANAGE FLEET SAFETY?

Do we operate vehicles for work?

Do our employees drive for work purposes?

Do employees or others drive on our premises?

Do we provide employees with personal vehicles?

Do we employ contract transport services?

If the answer is "yes" to any of the above , executive management are responsible for ensuring appropriate systems and controls are in place and that they are operating effectively

Why?: The Business Case

Ethical case (CSR)
Legal compliance
Economic case

Item of cost	Sample data
Own damage costs	£1,000 (Eur 1,145)
Third party vehicle damage costs	£1,000 (Eur 1,145)
Third party injury costs (eg Whiplash)	£1,000 (Eur 1,145)
Reported cost of collision	£3,000 (Eur 3,432)
Total cost of collision (including hidden costs at 2 times reported costs)	£6,000 (Eur 6,865)
Revenue required to fund a single collision at 10% return on Sales	£60,000 (Eur 68,649)
Widget sales (at 50p) required to fund fleet safety costs	120,000

2 © and Intellectual Property Dr Will Murray, Interactive Driving Systems, all rights reserved, 2009.

Investment-based business case

- What's it going to take to do it?
- How will it help improve safety and business performance?



Link in, Replicate others' efforts

- Seeking help and advice, partnership working
- Peer to Peer exchange

PRAISE Fact Sheets

- DB Schenker
- 3M
- Suckling Transport
- TNT Express
- Fredso Vognmandsforretning
- AFS
- KTL

Driving for Better Business

BRAKE – Fleet Forum

Industry Associations

Risk Assessment - Steps

1. Identify hazards & those at risk

List all causes of road incidents & injury, and **Why** they happen

2. Evaluating & prioritising risk

Frequency, number of injuries and costs, risk ranking & prioritisation

3. Deciding on Preventative Risk

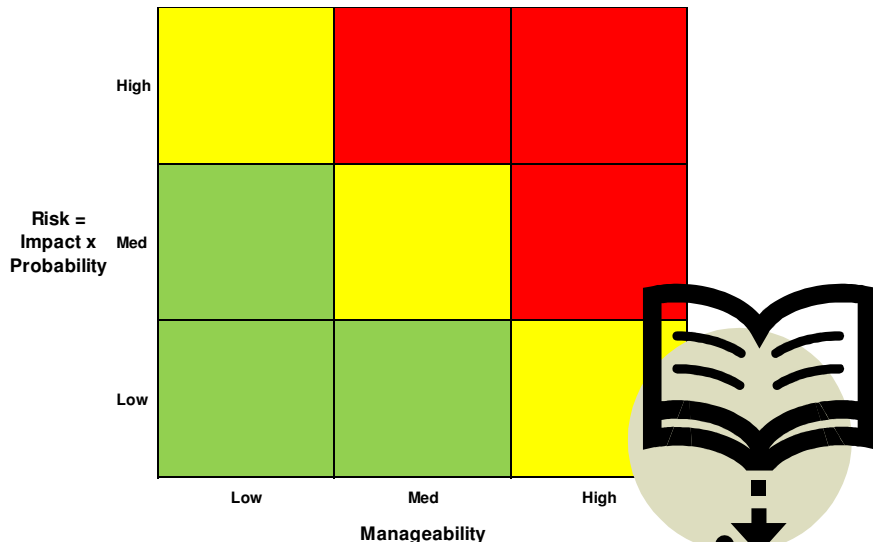
Within own sphere of control and influence

4. Taking Action

Identify potential solutions, focus on high risk, and manageability, seek “quick-wins”

5. Monitoring & Reviewing

Track progress, performance measures, lessons from analysis of incidents, management reviews

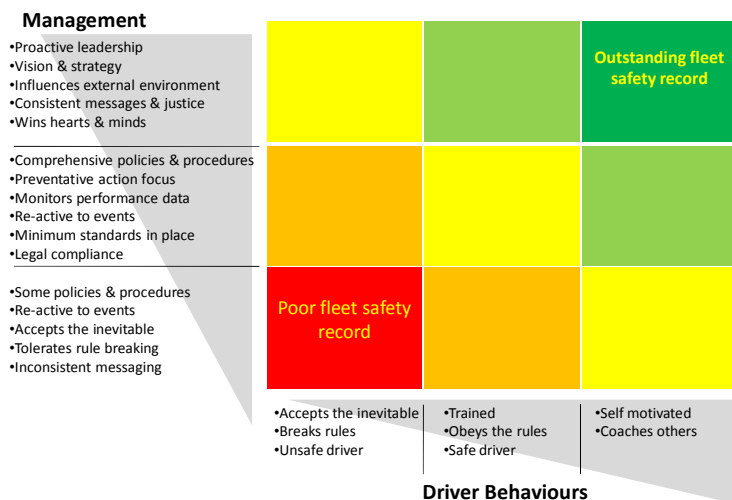


In line with Directive 89/391/EC)

Management Myths about WRRS

1. "It's all about driver training...."

Fleet safety culture model (Shaw, Roberts: 2001)



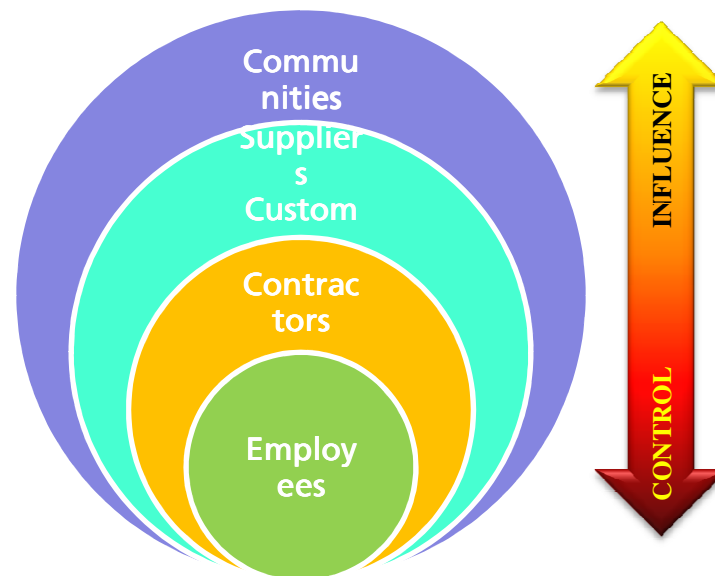
Management Engaged

- Proactive
- Listening, and
- Responding

Drivers Engaged

- Communicating
- Respected
- Heard

2. "We are not responsible for road safety, it's managed by our transport contractor...."



Contractors: The organisation award contracts and set terms & conditions

Management & Leadership

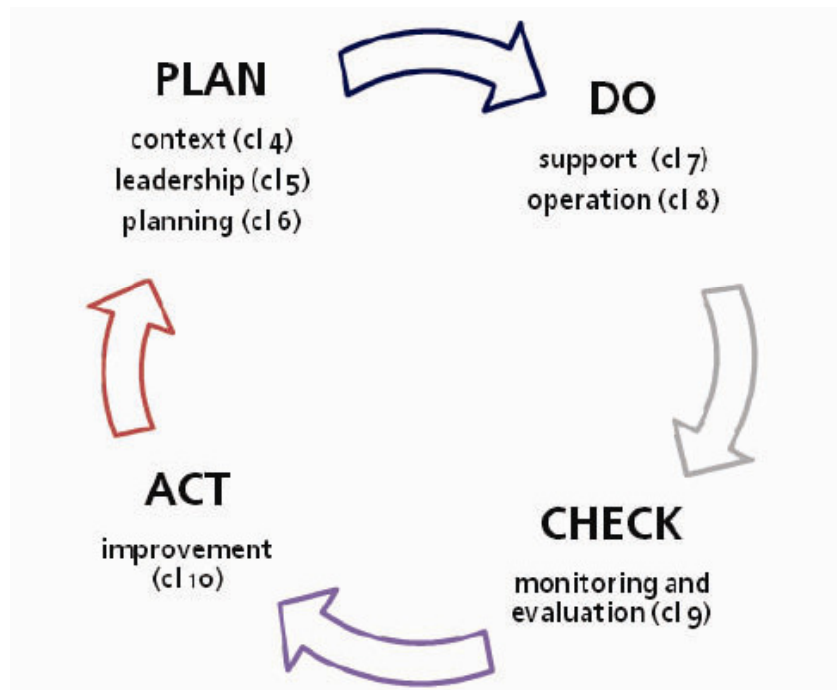
Keys to Success:

- Clear WRRS Policy (understood by all)
- Led from the Top of the organisation
- Leaders and managers “walking the talk”
- Clear lines of Accountability throughout the Management Line (operational management)
- Resources to implement the programme
- Safety Culture: shared values attitudes and beliefs related to safety
- Communication, Communication, Communication

Management Models..

ISO39001 Standard

Due December 2012



ISO9001, ISO14001 and
OHS18001 Compatible

Risk Insurance Model



Focused on achieving a sustainable
reduction In the Risk Profile

Haddon Matrix

	Management Culture (30%)	Journey (10%)	Road/ Site Environment (10%)	People - Drivers and Managers (20%)	Vehicle (10%)	External/ Societal/ Community/ Brand (20%)
Pre-Crash or Pre-Drive	Leadership Business case* Legal compliance Safety audit* Benchmarking* Pilot studies Goals & policies Safety culture* Committee Pledge Communications Contractors	Travel policy Mode choice Journey planning Routing Risk assessment Emergency preparation Shifts/ working time	Risk assess Observation Guidelines Site layouts Work permits C&D rules Road design Black-spot mapping Engage local road agencies	Recruit Contract Induct Check qualified Handbook Risk assess Train Equip Communicate Engage Monitor Correct	Risk assess Select Specification Safety features Service Maintain Check Use policy Mobile comms ITS/telematics Wear & tear Grey fleet	Regulator/policy engagement CSR Benchmarking Communications Family members Community Road safety weeks/ days Awards
At Scene	Emergency support to driver	Engage local investigators	Manage scene	Process to manage scene	Crashworthy 'ITS' data capture	Escalation process
Post-Crash	Report, record & investigate Change process Data linkages, evaluation & KPIs*	Debrief & review journeys	Investigate and improve Review site/road elements of collision data	Reporting and investigation Driver debrief Counselling, trauma support Reassess/train	Strong openable doors Investigate 'ITS' data Inspection & repair	Manage reputation and community learning process

Monitoring & Evaluation

Active

Is the policy working and how effective are the standards and procedures?

- Inspections
- Checking
 - Implementation
 - Management controls
- Performance indicators to track inputs

Reactive

How are we doing and are we learning from incidents and road traffic crashes?

- Performance indicators to track outputs
 - Incidents, crashes, injuries, damage, costs
- Analysis of incidents and road traffic crashes

Feeds into the Management Review and Plan

A Work Related Road Safety Policy

Example Fleet Safety Policy Statement

In [Name of Organisation], we are committed to:

- Safeguarding people
- Protecting our movable and immovable property
- Managing fleet safety as any other critical business activity

We will strive to achieve this through:

- Compliance with the law related to road safety
- Continuous improvement in our road Safety performance
- A systematic approach to road safety management by establishing minimum standards and processes for –
 - Driver Management
 - Vehicle Management
 - Journey Management
- Training, education and motivation of all our employees to follow safe work practices
- Conducting planned inspections and audits on a regular basis to identify and eliminate sub-standard working conditions and practices
- Reporting and conducting thorough investigations of all road incidents
- Reporting and learning from near misses and potential incidents
- Communicating this policy to all employees, customers and other relevant stakeholders

To be signed and dated by: Executive Director / Secretary General

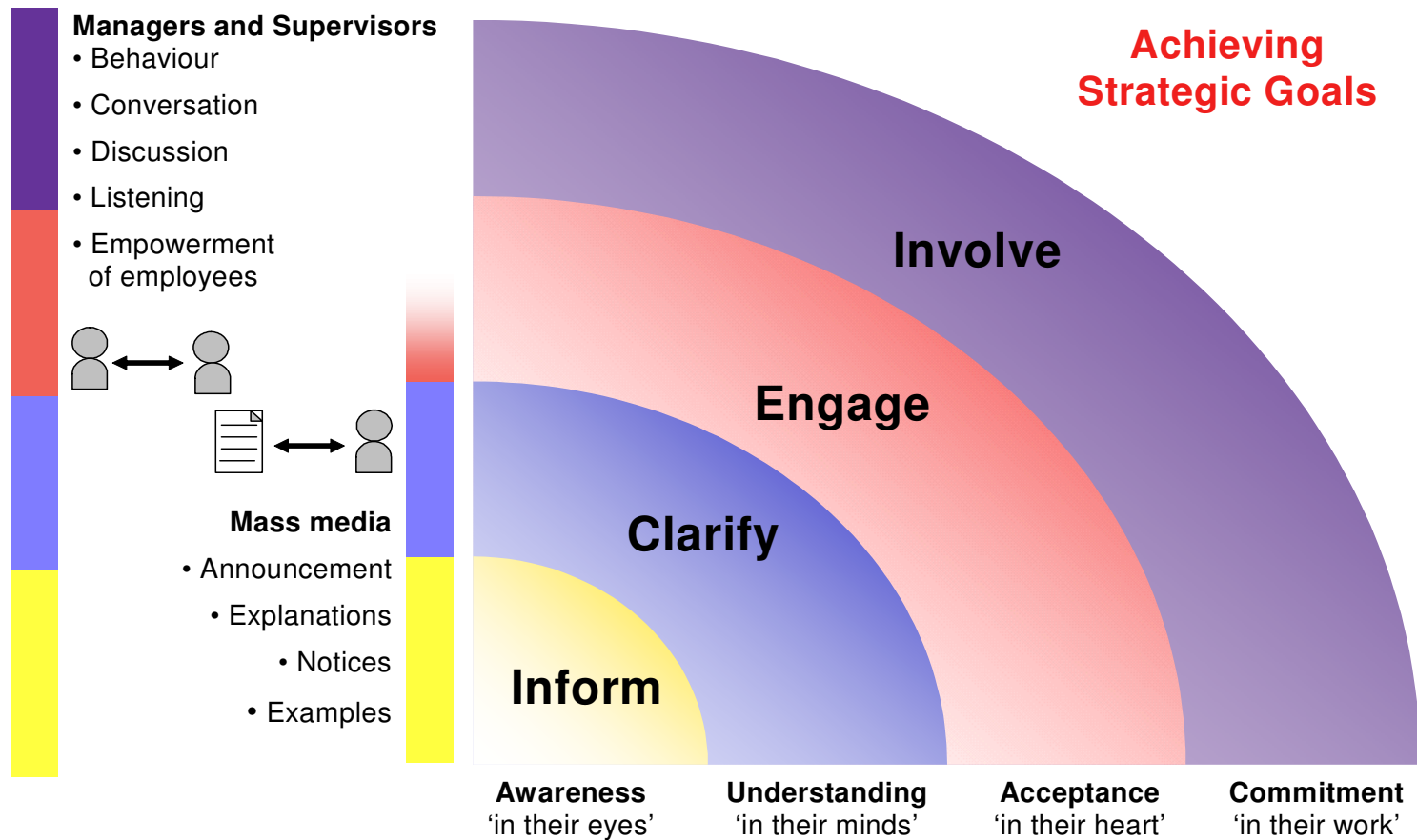
Tackling the most common risks

- Speed (Thematic Report 9)
- Alcohol, drugs and medicines (Thematic Report 4)
- Fatigue (Thematic Report 8 and 4)
- Distraction (Thematic Report 6)



<http://www.etsc.eu/PRAISE-publications.php>

Employee Involvement and Communication



Vehicle Management

It's also about vehicles.....

- Appropriate for the task
 - Safety features to assist in managing the risk
 - Road worthiness
 - Inspections
 - maintenance
 - “Grey” fleet management
- European NCap
 - In-Vehicle Technologies (PRAISE Thematic Report 1)
 - Guides e.g. RoSPA

Find out more...

- **Safety Monitor**
- **Drink Driving Monitor**
- **Speed Monitor**
- **Reviews & Policy Papers**
- **Fact Sheets**



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